

Dow Sense for
Chris

40,950
4,100
10,500
23,434
25,000
3,000
35,000
30,000
35,000
<hr/> 226

WAIS Inc. Power Publishing

Wide Area Information Servers Inc.
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Mission



To be the leader in delivering published content on the Internet using Wais, Inc. software products and production services

Management Team



◆ Brewster Kahle: CEO

WAIS Founder
Wide Area Information Server Project Leader—Thinking Machines, KPMG, Apple, Dow Jones
Founding Engineer—Thinking Machines

◆ Bill Dunn: Director

Senior VP America Online
Former President, Dow Jones Information Services
Wide Area Information Server Project
Multimedia Publishing, Emerging Technologies

◆ Bruce Gilliat: Vice President Sales & Mktg

VP Sales—Fibronics International
National Account Manager—AT&T Information Systems
Technical Consultant—Pacific Telephone

◆ John Duhring: Vice President Business Development

On-line services consultant: Apple Computer, Dow Jones and others
General Manager—Supremac Software
Publishing Evangelist—Apple Computer
Acquisition Editor—Prentice Hall

◆ Nick Scharf: Vice President, CFO

Software Technology CFO and Business Consultant
CFO—Visicorp, CopyMat
Controller—Tandem Computers
Arthur Andersen & Co

Management Team (cont.)



Jean Christofferson, Director of Computer Operations

Ensemble Founder
Venture Solutions Founder—CICS, SNA network solutions for Hambrich and Quist, Visa, Pacific
Coast Stock Exchange
Stratus Systems & Others—world-wide CICS networks

Keira Bromberg, Development Manager (acting)

Product Manager—WAPS-CMP Internet Publishing Project
New Products Manager, Production Planner, Marketing Specialist, Software Development
Manager—Thinking Machines

Meikle Syme Hall, Production Services Manager

Vice President of Production—Varied Directions International
Production Coordinator—Bell One Productions
Production Coordinator—Four Corners Productions

Publishing in Transition



- ◆ More publications
- ◆ Fewer readers per publication (avg.)
- ◆ New players (e.g. CNN, USA Today)
- ◆ New Technologies: CD-ROM, Online

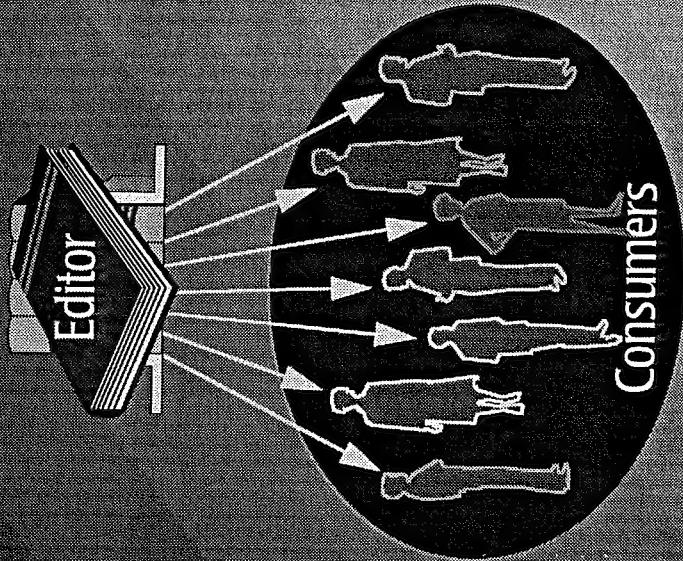
New opportunities in online publishing market

Publishing Evolution



Pre-Electronic: Printed documents

- ◆ Editors push content to classes of customers
- ◆ Editors Set schedules
- ◆ Same content for all
- ◆ Limited research capability



Publishing Evolution (cont.)

Early-Electronic—Consumer pull

- ◆ On consumers schedule
- ◆ Navigation by the consumer

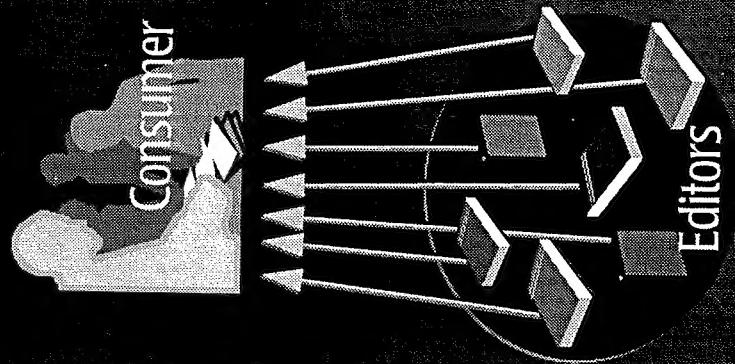


Mainframe Technology:

Consumer AOL, Research Dialog

Internet Technology:

Web Browsing: Web Billboards



Publishing Evolution (cont.)

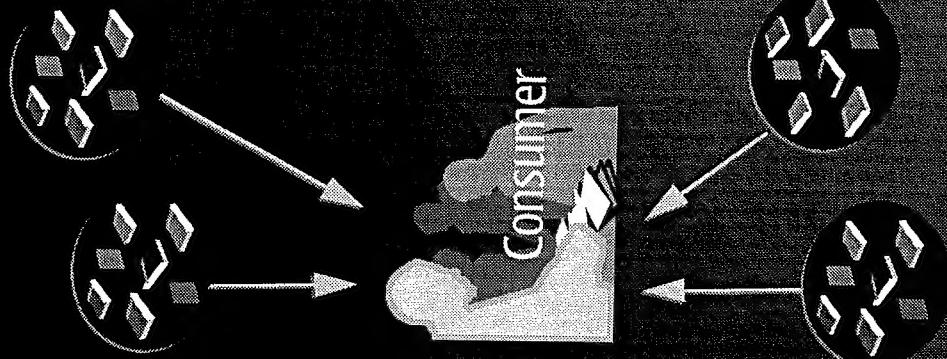
Maturing Electronic Publishing: Information Aggregation

- ◆ Access to multiple sources
- ◆ Browsing AND research
- ◆ Publishers look-and-feel

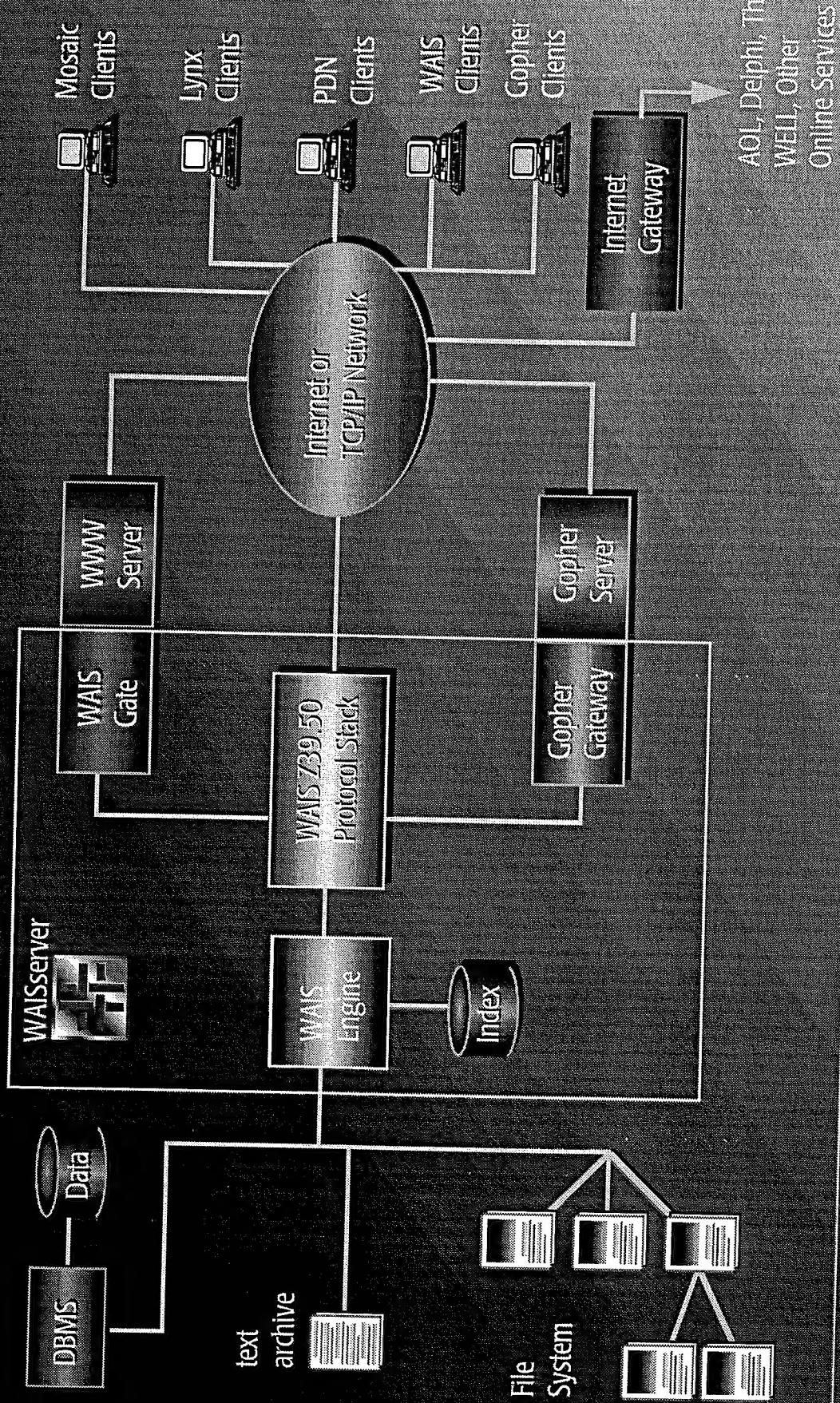
Web Services: Engine behind the Interface

- ◆ Agents deliver content in users context

Consumer



Product



Production Services



Complete Solutions

- Billing
- Registration
- Content Alerting
- Online advertising
- Letters to the editor
- Chat with columnist
- Audio and video clips
- Intelligent client/agent
- Frequently asked questions
- Time sensitive content expiration

Integrated Elements

Client
WWW Server
WAIServer

Customer Data

Getting to Market

Products

- ◆ Telesales
- ◆ VARS- Fujitsu, Spiry, KPMG, Netscape, EDS, DEC
- ◆ OEM - Intel, Fulcrum, Conquest
- ◆ Federal - Product & integration: GILS, Z39.50
- ◆ Proliferate Wais, Inc. name brand through ubiquity

Production Services

- ◆ Publishers
- ◆ Fortune 500 publishing partners - name brand awareness
- ◆ The "modules" make the difference
- ◆ Revenue Sharing



Getting to Market (cont.)



Packaged WAIS, Inc. Content Products

- ◆ Agent-based products promote client loyalty
- ◆ Agent can provider incentive for content providers to partner
 - Encyclopaedia Britannica
 - National Geographic
 - Discovery Communications
- ◆ Potential for WAIS, Inc. "cross-provider" agreement to promote theatres of interest
- ◆ Concept is "*Content in the Consumer's Context*"

Customers



Boeing Computer Services
Cambridge Scientific Abstracts
Chicago Tribune
CMP Publications
Colgate-Palmolive
ConQuest Software
Curtin University of Technology
Defense Technical Information Center
Delphi Internet Services Corporation
Department of Energy
Dow Jones & Company
Draper Laboratories
EG & G Idaho, Inc.
Eisenhower National Clearinghouse
Encyclopaedia Britannica
Environmental Protection Agency
Fulcrum Technologies
Georgetown University
House of Representatives
Intel Corporation
InterneT Shopping Network

KPMG
Lawrence Livermore National Labs
Library of Congress
Loral Federal Systems
Los Alamos National Laboratory
Martin Marietta
Mickel's Corporation
Mitre Corporation
Moscow State University/RED Lab
NASA - Goddard Space Center
NASA - Johnson Space Center
NASA - Linthicum
National Archives of the United States
National Center for Manufacturing Sciences
National Science Foundation
National Technical Information Service
New York Law Publishing Company
New York Times
Nippon Telephone & Telegraph (NTT)
Novell, Inc.
Pacific Bell
Perot Systems

Reuters New Media
Rice University
San Francisco News Agency
Sandia National Lab
Science Applications International Corp
Science University of Tokyo
Sports Network
Stanford University
Sun Microsystems
The Analytic Science Corporation
U.S. Air Force
U.S. Army
U.S. Dept of Navy
U.S. Geological Survey (USGS)
U.S. Government Printing Office
U.S. Navy
U.S. Senate
University College of London
University of Tennessee
West Publishing Corporation
World Bank

Current Competition



Product: Search Engines

- ◆ Stand-alone: Excalibur
- ◆ Web Enabled: Verity, PLS
- ◆ Z39.50 Enabled: BRS/Dataware, Architext
- ◆ "WAIS Enabled": Fulcrum, Conquest

Production Services:

- ◆ HTML Shops: Home Page Service
- ◆ Large Integrators: EDS, IBM, Andersen

competition/Partners



<u>Integrators</u>	EDS	AOL	Compuserve	Prodigy	MS Marvel	Architext	Fulcrum	Conquest	Netscape	PED	Individual
<u>Software</u>											
Time Warner	Dow Jones	Mead Data	Dialog								
Excalibur	Verity	PLS	BRS/Dataware								
<u>Publishers</u>											
Time Warner	Dow Jones	Mead Data	Dialog								

Status



- ♦ Revenue
 - FY 93 \$.4M
 - FY 94 \$1M
 - FY 95 \$3.6M
 - FY 96 \$12M
- ♦ FY 95 Revenue
 - First Half \$1.6M
 - Backlog + \$1M
- ♦ FY 95 Products
 - Server Release 2
 - Adding Publishing Components
 - Integrating Agent with Interactive Alerting
- ♦ 1st Server installations
 - 2/3 Server Sales 1/3 Prod Svcs
 - 1/2 Server Sales 1/2 Prod Svcs
 - Add royalties, maint., packaged content

Status (cont.)

- ◆ Services running at WAIS, Inc.
 - CMP Publications
 - Dow Jones & Co
 - Intel Tech doc
 - Scholastic Network
- ◆ Current Priorities
 - Technical Hiring
 - Marketing
 - Partnering & Management Team
- ◆ Headcount (includes contractors in full time slots)

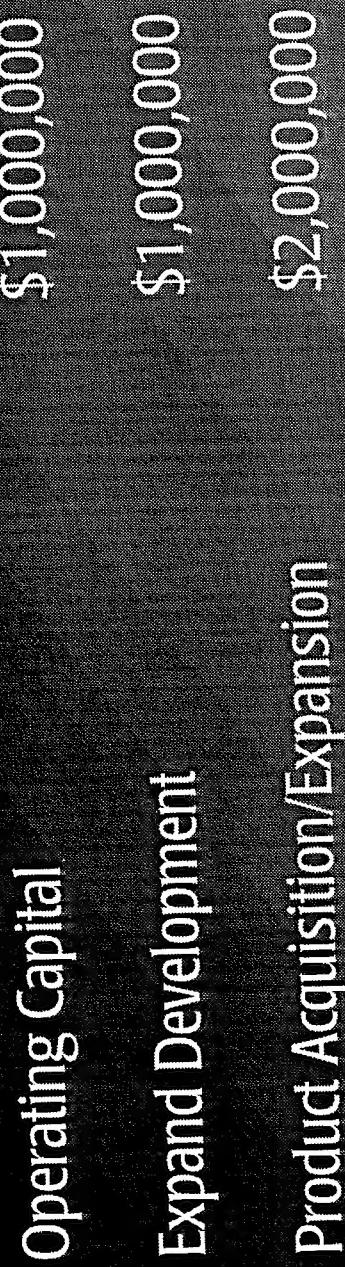
	Current	By June 30:
Marketing & Sales	8	10
Production Services	5	8
Washington Office	2	4
Development	6	12
Operations	2	4
Administration	5	6
		43

Financial Forecast (millions)



	FY 95	FY 96	FY 97	FY 98	FY 99
Revenue	\$3.6	\$12	\$25	\$40	\$60
Pretax Income	\$6	\$2.4	\$5.0	\$8	\$12

Financing Needs



Risks



- ◆ Execution
 - Evolve technology quickly enough—quality & breadth of solution
 - Management Team
 - Getting to Market—positioning product/partnering
- ◆ Market Evolution
 - Dominant closed system emerges—Marvel?
 - Internet collapses
 - Internet does not evolve
 - Security, commercial use, subscriber base, marketable content
- ◆ Competition
 - Systems Integrators: EDS, Andersen, KPMG
 - Information Providers: Time Warner, Dow Jones
 - Software Developers: Netscape, Verity, Fulcrum
- ◆ Financial—Funding

Unfair Advantages



- ◆ Customer partnerships in key markets
- ◆ Position in standards setting
- ◆ Ubiquity based on early entry